

[This question paper contains 16 printed pages.]

2835

Your Roll No. ....

M.Com./Sem. III (OC)

F

Paper no. 7121 : International Marketing

Time : 3 Hours

Maximum Marks : 100

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*Attempt all five questions.*

*All questions carry equal marks.*

*Please write serial no of the part (a, b, c, d or e)  
of each question attempted.*

1. Answer all the following objective type questions. You must write the question no's of each part question and the serial along with the chosen choice. Do not write the question. Only indicate your answer along with S no of the question.

**True/False:**

- (a) A agile company monitor, scan, and reviews the business environment continually. It analyses the information and uses it to respond and preempt the competitor movement.

P.T.O.

- (b) The political and legal environment is a controllable element for international marketers because of the ability to lobby and influence legislation.
- (c) A self-reference criterion is closely related to ethnocentrism.
- (d) M-time (monochromic time) is more dominate in high-context cultures
- (e) The Foreign Corrupt Practices Act prohibits U.S. businesses from paying bribes openly or using middlemen as conduits for a bribe when the U.S. official knows that part of the middleman's payment will be used as a bribe.
- (f) Cultural imperatives are those customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred.
- (g) According to Hall, in countries that follow monochromic time (M-time) such as Americans, these cultures tend to concentrate on one thing at a time.

- (h) One of the deterrents to litigation with respect to disputes in the international business arena is the fear of creating a poor image and damaging public relations.
- (i) Foreign companies are usually not affected by changes in nationalistic feelings in the countries where they operate.
- (j) Expropriation occurs when a host country gradually cause the transfer of foreign investment to national control and ownership through a series of governemnt decrees by mandating local ownership and greater national involvement in a company's management.
- (k) When dealing with foreign coutries, a domestic marketer should refer to "international commercial law" for guidance.
- (l) Fill in the Blanks

Inthe STV Model, the abbreviation STV stand for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ respectively.

P.T.O.

(m) The term 'polycentric' describes management's often unconscious belief or assumption that each country in which a company does business is \_\_\_\_\_.

- (a) Similar.
- (b) Unique
- (c) Distinct
- (d) Mutually dependent.
- (e) None of the above.

(n) A liking for others, open to tolerance, flexibility, and ability to adjust to varying tempos would all be criteria for achieving \_\_\_\_\_ in international marketing.

- (a) Profit perception
- (b) Adaptation
- (c) Standardization
- (d) Correlation
- (e) Individualization

(O) A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective- from profit to \_\_\_\_\_ benefit.

(a) Shareholder.

(b) Stakeholder

(c) Management

(d) Society

(e) None of the above.

(p) \_\_\_\_\_ is the human-made part of the environment.

(a) Sociology

(b) Psychology

(c) Culture

(d) Reference groups

(e) Cohort groups

(q) In countries with high-\_\_\_\_\_, subordinates would be unlikely to contradict bosses, but in low-\_\_\_\_\_ countries they often do.

(a) religious values

(b) Position Distance Indexes (PDIs)

(c) decision-making models

(d) wealth quotients

(e) mobility tendencies

(r) \_\_\_\_\_ refers to both the powers exercised by a state in relation to other countries and the supreme powers exercised over its own members.

(a) Sovereignty

(b) Government

(c) A cartel

(d) An international partnership

(e) A trade pact

- (s) No nation-state will tolerate penetration by a foreign company into its market if it perceives a(n) \_\_\_\_\_ its well-being.
- (a) sympathy for
  - (b) synergistic relationship to
  - (c) economic boost
  - (d) threat to
  - (e) profitable outcome

**Multiple Choice Questions:**

- (t) The three principles of marketing are:
- (a) Customer Value and the Value Equation.
  - (b) Competitive or Differential advantage.
  - (c) Focus.
  - (d) All of the above
  - (e) None of the above

(u) According to Dutch management professor Geert Hofstede, culture is seen as:

(a) “software of the mind.”

(b) “the difference between life and death.”

(c) “the conflict of civilization versus the masses.”

(d) “tool of the elite.”

(e) “art’s triumph over banality.”

(v) With respect to business customs, customs in which the outsider must not participate are called:

(a) imperatives.

(b) electives.

(c) exclusives.

(d) non-traditional.

(e) standardized.



(w) At the top of the list of political issues concerning foreign businesses is the:

- (a) ruling party of a country.
- (b) the political history of a country.
- (c) the voting process of a country.
- (d) the court system of a country.
- (e) the stability or instability of prevailing government policies.

(x) An intense feeling of national pride and unity, an awakening of a nation's people to pride in their country is called:

- (a) socialism.
- (b) communism.
- (c) fascism.
- (d) nationalism.
- (e) polarism.

(y) Mark Harmon has found that using his new digital camera is a snap. He did not even have to read the instruction manual to determine how to turn the: camera on, snap a digital picture, and export the picture to his computer. The signs (symbols) on the camera body made it very clear what he was to do to achieve digital photography success. Which of the following characteristics of Mark's "new product" made it easy for him to begin his digital experience?

(a) relative advantage

(b) compatibility

(c) complexity

(d) trialability

(e) observability

(z) The product platform, design features, and functional features are all found in which of the following components of the product component model used in the text?

- (a) core component
- (b) support services component
- (c) packaging component
- (d) functional component
- (e) global component

(Za) The Ryan Group, an importing organization in New York, has just bought an excessive amount of perfume from perfume manufacturer in Paris. Unknown to the perfume manufacturer, The Ryan Group has sold 25 percent of its order to distributors in France that have been unable to purchase any products from the perfume manufacturer. Which of the following best describes the transaction that has just taken place?

- (a) black-listed importing
- (b) direct importing
- (c) circular importing

(d) co-mingled *importing*

(e) parallel importing

(Zb) Which of the following type of law *is* primarily found in the United State, England, Canada, and other countries once under English influence?

(a) code law

(b) common law

(c) religious law

(d) civil law

(e) universal law

**(Half marks each total =14)**

2. (a) Enumerate and explain the 18 guiding principles of the marketing company? Do you think that a company that seeks to establish itself in diverse global markets can gain by practicing these principles? (10)

**and**

- (b) .. “ One of the most important tool an international marketing manager requires is empathy for the culture in an overseas market” Discuss with reference to task of a manager in foreign markets. (10)

**OR**

- (c) Why is it important for a marketing manager to be familiar with the legal environment of his foreign markets? (10)

**and**

- (d) .. How can a firm reduce its political vulnerability in foreign markets. Discuss with reference to the importance of political environment of foreign markets. (10)
3. (a) Discuss the considerations in Planning and organization in a Multinational Enterprise. (10)

**and**

- (b) Discuss the impact of information technology on the global logistics process? (10)

**OR**

- (c) "A company is well advised to adapt its product where necessary and standardize where possible"  
Discuss the dilemma facing a manager in adapting the product to new foreign markets. (10)

**and**

- (d) How is adaptation of consumer products different as compared to adaptation of an industrial product for foreign markets? (10)

4. (a) Discuss the implications of transfer pricing for an international firm. (6)

**and**

- (b) What is price escalation in export pricing and how can it be controlled? (7)

and

- (c) What are parallel imports and how they impact a firm's foreign markets? (7)

OR

- (d) Why does a firm need to adapt to distribution patterns In its foreign markets? (6)

and

- (e) What are the different type of foreign intermediaries available to a firm in overseas markets ? (7)

and

- (f) Refer to the opposition to large multi brand retail stores in Japan and explain why new forms of distribution channels face resistance in foreign markets? How can you explain the opposition to foreign direct Investment in multibrand stores in India? (7)

5. Write short notes on any **five** of the following :

- (a) Self Reference Criterion
- (b) International marketing Intelligence.
- (c) International Advertising and Communication process
- (d) Characteristics of an Innovation and product adaptation.
- (e) Creative challenges an international advertiser faces in foreign market
- (f) factors that influence the selection and appointment of a channel member in foreign markets.
- (g) Marginal Costing in Export Pricing. (26)